

## ORDER



**Orders**  
**Order / Rev:** 704175 - 1  
**Alt Order #:** 06261144  
**Product Desc:** AMRCNS 4 PROSPERITY  
**Estimate:** 1865  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Americans For Prosperity  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	92	\$124,740.00	\$106,029.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	92	\$124,740.00	\$106,029.00	0.00
<b>Totals</b>	<b>92</b>	<b>\$124,740.00</b>	<b>\$106,029.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	25%	\$124,740.00
Market	100%	\$498,960.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$124,740.00
WFTS	20%	\$99,792.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	25%	\$124,740.00
WVEA	0%	\$0.00
WWSB	5%	\$24,948.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/15/12	08/17/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	6	\$360.00	P-2	0.00	NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			6		\$360.00		0.00				
2	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Americans For Prosperity  
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 Estimate: 1865

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$360.00			0.00			
3	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$360.00			0.00			
4	WTSP	08/15/12	08/17/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A -- WTF--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$280.00			0.00			
5	WTSP	08/15/12	08/17/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a -- WTF--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$280.00			0.00			
6	WTSP	08/15/12	08/17/12	Price Is Right Price Is Right	CM	11a-12p -- WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$1,200.00			0.00			
7	WTSP	08/15/12	08/17/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p -- WTF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$1,100.00			0.00			
8	WTSP	08/15/12	08/17/12	M-F 4-5p Dr. Phil	CM	4-5p -- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$800.00			0.00			
9	WTSP	08/15/12	08/17/12	M-F 5-530p 5-530p 10 News	CM	5-530p -- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		3		\$800.00			0.00			
10	WTSP	08/15/12	08/17/12	7-730p Inside Edition	CM	7-730p -- WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		6		\$600.00			0.00			
11	WTSP	08/15/12	08/17/12	730-8p Millionaire	CM	730-8p -- WTF--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		6		\$1,200.00			0.00			
12	WTSP	08/15/12	08/17/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p -- WTF--	:30	6	\$2,600.00	P-2	0.00	NM	6	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--		6		\$2,600.00			0.00			
13	WTSP	08/16/12	08/16/12	Thu Prime C Person of Interest	CM	Thu 10-11p --- T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- T---		1		\$8,000.00			0.00			
14	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p ---- F--	:30	1	\$6,000.00	P-4	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	---- F--		1		\$6,000.00			0.00			
15	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p ---- F--	:30	2	\$6,000.00	P-4	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	---- F--		2		\$6,000.00			0.00			
16	WTSP	08/18/12	08/18/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a ----- S-	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Alt Order #: 06261144  
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans For Prosperity  
Product Desc: AMRCNS 4 PROSPERITY  
Estimate: 1865  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WTSP	08/18/12	08/18/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a -----S-	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2		\$320.00			0.00			
17	WTSP	08/18/12	08/18/12	Sat 7-730p Inside Edition	CM	7-730p -----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1		\$600.00			0.00			
18	WTSP	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11p -----S-	:30	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1		\$5,600.00			0.00			
19	WTSP	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a -----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1		\$1,600.00			0.00			
20	WTSP	08/19/12	08/19/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p -----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1		\$800.00			0.00			
21	WTSP	08/20/12	08/21/12	M-F 6-7a 6-7a 10 News	CM	6-7a MT-----	:30	4	\$360.00	P-2	0.00	NM	4	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$360.00			0.00			
22	WTSP	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a MT----- (7:00 AM-8:00 AM)	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$360.00			0.00			
23	WTSP	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a MT----- (8:00 AM-9:00 AM)	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$360.00			0.00			
24	WTSP	08/20/12	08/21/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A MT-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$280.00			0.00			
25	WTSP	08/20/12	08/20/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a M-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		2		\$280.00			0.00			
26	WTSP	08/20/12	08/21/12	Price Is Right Price Is Right	CM	11a-12p MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$1,200.00			0.00			
27	WTSP	08/20/12	08/21/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p MT-----	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$1,100.00			0.00			
28	WTSP	08/20/12	08/21/12	M-F 4-5p Dr. Phil	CM	4-5p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$800.00			0.00			
29	WTSP	08/20/12	08/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$800.00			0.00			
30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Estimate: 1865

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----			4		\$600.00		0.00				
31	WTSP	08/20/12	08/21/12	730-8p Millionaire	CM	730-8p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----			4		\$1,200.00		0.00				
32	WTSP	08/20/12	08/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----			4		\$2,600.00		0.00				
33	WTSP	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			2		\$8,000.00		0.00				
													Totals	92	\$124,740.00